

INTERNET ADVERTISEMENT SYSTEM

ABSTRACT OF THE DISCLOSURE

An Internet advertisement system which utilizes an advertisement server site and at least one partner web site. The partner web site provides to end-user terminals by e-mail a web page on which one or more banners that are provided from an advertisement server site are inserted. When a user clicks a browsed banner, content that is linked to the clicked-on banner is retrieved from a content database and delivered to the user by e-mail.